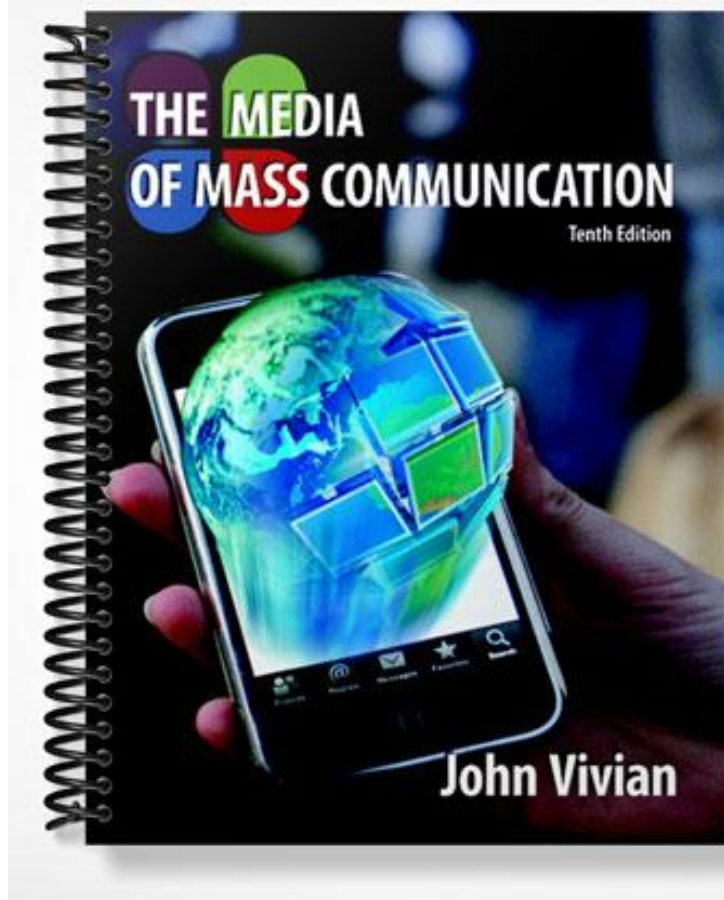


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**THE MEDIA
OF MASS COMMUNICATION**

Tenth Edition

John Vivian

Test Bank

for

Vivian

The Media of Mass Communication

Tenth Edition

prepared by

Keith Goldschmidt
University of West Florida

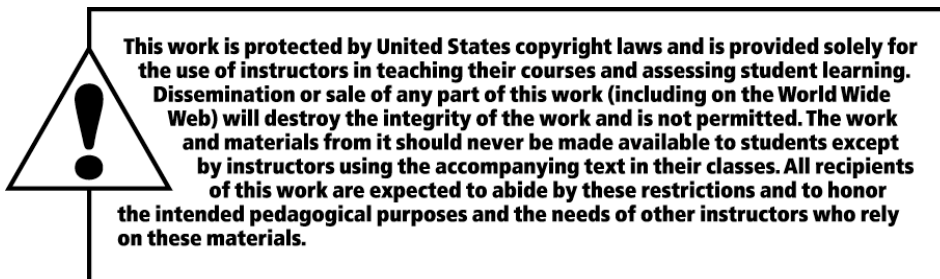
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Chapter 1 Mass Media Literacy

1.1 Multiple-Choice Questions

1) Media in the 1860s helped spread information about slavery through

- A) advertisements on railroad cars.
- B) television, radio and movies.
- C) magazines and billboards.
- D) printed publications, such as newspapers and books.

Answer: D, Topic: Great Moral Issues

Page Ref: 2, 3

2) Media researchers at Ball State University found that people are intentionally involved in a media activity for _____ percent of their waking hours.

- A) 1
- B) 10
- C) 30
- D) 60

Answer: C, Topic: Media Ubiquity

Page Ref: 3

3) Traditionally, mass communication is defined as the technology-assisted transmission of messages to

- A) print journalists.
- B) interpersonal audiences.
- C) mass audiences.
- D) only niche audiences.

Answer: C, Topic: Media Ubiquity

Page Ref: 4

4) According to the research firm Veronis Suhler Stevenson, the media most often used daily is

- A) music.
- B) magazines.
- C) television.
- D) newspapers.

Answer: C, Topic: Media Ubiquity

Page Ref: 4

5) Mass media have become so integrated into people's lives that _____ is common.

- A) mainstreaming
- B) media multitasking
- C) writing letters
- D) niche casting

Answer: B, Topic: Media Ubiquity

Page Ref: 4

6) One of the four media functions is to

- A) inform.
- B) irritate.
- C) instigate.
- D) initiate.

Answer: A, Topic: Media Ubiquity

Page Ref: 5

7) On most days, the most-listened-for item in morning newscasts is

- A) sports.
- B) consumer news.
- C) crime news.
- D) the weather.

Answer: D, Topic: Media Ubiquity

Page Ref: 5

8) The mass media inform through

- A) demassification.
- B) news stories and advertisements.
- C) recorded music.
- D) conglomeration.

Answer: B, Topic: Media Ubiquity

Page Ref: 6

9) The most obvious form of mass media intended to persuade is

- A) interpersonal.
- B) satellite.
- C) newspaper.
- D) advertising.

Answer: D, Topic: Media Ubiquity

Page Ref: 6

10) English thinker John Milton is known for this concept about exposure to competing ideas known as

- A) entertainment-information.
- B) the marketplace of ideas.
- C) persuasion.
- D) the media market.

Answer: B, Topic: Media Ubiquity

Page Ref: 6

11) Newspaper, radio, television and magazine companies cannot survive unless they

- A) deliver an audience to advertisers.
- B) provide the latest news.
- C) offer low subscription rates.
- D) serve the government.

Answer: A, Topic: Media Ubiquity

Page Ref: 6

12) Media literacy is defined as having

- A) access to all forms of media.
- B) competence or knowledge about mass media.
- C) a stake in the media landscape.
- D) read the media textbook.

Answer: B, Topic: Media Ubiquity

Page Ref: 6

13) The most visible information delivered by mass media is

- A) personal opinion.
- B) news.
- C) advertising messages.
- D) television listing.

Answer: B, Topic: Media Ubiquity

Page Ref: 6

14) If Jill walks through a mall and notices the background music playing through the loudspeakers, she is demonstrating

- A) intelligence.
- B) a sophisticated shopping strategy.
- C) media literacy.
- D) in-depth knowledge of the music industry.

Answer: C, Topic: Media Ubiquity

Page Ref: 6, 7

15) Most of our media exposure is

- A) through the media products we purchase.
- B) invisible or unnoticed at a conscious level.
- C) through billboards.
- D) expensive.

Answer: B, Topic, Media Ubiquity

Page Ref. 7

16) One of the traditions of U.S. journalism that was born in the Constitution is that it

- A) should always be inexpensive for readers.
- B) offers space for advertisers to reach customers.
- C) provides politicians a venue to speak uncensored to the citizenry.
- D) serves as a watchdog of government on behalf of the people.

Answer: D, Topic: Media Ubiquity

Page Ref. 8

17) Feedback is important in interpersonal and small group communication because

- A) it affirms the message is correct.
- B) it provides immediate response.
- C) it demonstrates expertise on a subject.
- D) it means the receiver agrees with the message.

Answer: B, Topic: Human Communication

Page Ref: 9

18) One characteristic that distinguishes mass communication from interpersonal and group communication is the

- A) content of the message.
- B) lack of immediate feedback.
- C) ability of the receiver of the message to understand it.
- D) length of the message.

Answer: B, Topic: Human Communication

Page Ref: 9

19) In order for something to be categorized as group communication, the audience must

- A) consist of more than 10 people.
- B) not be able to provide immediate feedback.
- C) be larger than one, all within earshot.
- D) be a homogeneous group.

Answer: C, Topic: Human Communication

Page Ref. 9

20) Mass media help connect communities by

- A) distorting reality to disgust the audience.
- B) manipulating audiences to accept the big lie.
- C) focusing on segment audiences within the population.
- D) creating messages that become shared experiences.

Answer: D, Topic: Media and Society

Page Ref: 10

21) When President Franklin Roosevelt talked to the nation in real time over national radio during the Great Depression of the 1930s, he demonstrated the mass media's ability to

- A) sound intelligent.
- B) unify the country through messages of shared experiences.
- C) make a profit on political messages.
- D) shun advertisers.

Answer B, Topic: Media and Society

Page Ref: 10

22) Television became a societal unifier because

- A) huge audiences converged on networks, all promulgating the same cultural fare.
- B) it confined people to their homes at the same time of day.
- C) TV sets were manufactured in the United States.
- D) it allowed people to choose from different types of media.

Answer: A, Topic: Media and Society

Page Ref: 11

23) This publication, launched in 1982, offered readers a “first-person” tone and enhanced graphic features.

- A) *The New York Times*
- B) *The Dallas Morning News*
- C) *USA Today*
- D) *Rolling Stone*

Answer: C, Topic: Media and Society

Page Ref: 11

24) Which of the following media was among the first to demassify in the 1950s?

- A) broadcast television
- B) radio
- C) magazines
- D) newspapers

Answer: B, Topic: Media and Society

Page Ref: 12

25) Demassification has contributed to the growth of

- A) general-interest magazines.
- B) alternative media for narrow genres in the mass audience.
- C) mainstream media.
- D) media literacy.

Answer: B, Topic: Media and Society

Page Ref: 12

26) A term that entered the vocabulary in the 1980s to describe how the broadcast industry reaches niche audiences is

- A) fringecasting.
- B) audience defragmentation.
- C) narrowcasting.
- D) cable mobility.

Answer: C, Topic: Media and Society

Page Ref: 12

27) With rare exception, the primary goal of most U.S. mass media is to

- A) make profits.
- B) provide news and information to the masses.
- C) entertain.
- D) provide an exchange of ideas.

Answer: A, Topic: Media finances

Page Ref: 13

28) A major revenue stream for American media is

- A) advertising.
- B) public relations.
- C) myopic profit orientation.
- D) editorial content.

Answer: A, Topic: Media Finances

Page Ref: 13

29) What advertisers are really paying the mass media for is

- A) prestige.
- B) access to potential customers.
- C) protection against financial stagnation.
- D) conglomeration.

Answer: B, Topic: Media Finances

Page Ref: 13

30) The book industry is unlike most other major media companies because

- A) its product contains in-depth information.
- B) it attracts audiences one reader at a time.
- C) it relies almost exclusively on direct sales for its revenue.
- D) it appeals to broad masses of people.

Answer: C, Topic, Media Finances

Page Ref: 13

31) The non-advertising part of a media product's content is called

- A) editorial content.
- B) infomercial.
- C) subscription.
- D) paid space.

Answer: A, Topic: Media Finances

Page Ref: 14

32) When the San Jose *Mercury News* ran a story about how car buyers can negotiate a better deal, enraged car dealers united to pull their advertising from the paper, thus attempting to control

- A) their advertising rates.
- B) editorial content.
- C) the newspaper's circulation.
- D) the size of their ads.

Answer: B, Topic: Media Finances

Page Ref: 14

33) The documentary *Fear and Favor* was considered controversial and was rejected by many corporate sponsors, television stations and networks because it

- A) heavily promoted responsible corporate advertising practices.
- B) was considered socialist propaganda.
- C) was narrated by Michael Moore.
- D) offered case after case of media kowtowing to powerful corporate interests.

Answer: D, Topic Mass Media Fear and Favor

Page Ref: 15

34) Which of the following media organizations relies in part on government funding?

- A) National Public Radio
- B) Home Box Office
- C) National Broadcasting Company
- D) *Time* magazine

Answer: A, Topic: Media Finances

Page Ref: 16

35) For most magazines, subscriptions are

- A) a minor revenue stream.
- B) a major revenue stream.
- C) the only revenue source.
- D) a new trend.

Answer: A, Topic: Media Finances

Page Ref: 16

36) Besides ticket sales, another source of revenue for Hollywood is

- A) popcorn sales.
- B) parking fees.
- C) awards shows.
- D) merchandise tie-ins, like Simpson toys.

Answer: D, Topic: Media Finances

Page Ref: 16

37) One of the difficulties Sam Zell faced when he purchased the *Chicago Tribune* was his lack of

- A) a personal fortune.
- B) ambition.
- C) knowledge of what constitutes great journalism.
- D) ties with the political class.

Answer: C, Topic: Media Finances

Page Ref: 17

38) Which controversial media mogul built News Corporation into one of the world's largest media empires?

- A) Jane Fonda
- B) Newt Gingrich
- C) Rupert Murdoch
- D) Tom Brokaw

Answer: C, Topic: Media Finances

Page Ref: 18

1.2 True/False Questions

1) Public figures like Michael J. Fox use the media to communicate their messages.

Answer: TRUE, Topic: Great Moral Issues

Page Ref: 2

2) The mass media theoretically enable people to participate in public affairs.

Answer: TRUE, Topic: Great Moral Issues

Page Ref: 3

3) A study at Ball State University found that people intentionally spend 30 percent of their waking hours with the media.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 3

4) The mass media are the vehicles through which messages are disseminated to mass audiences.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 3

5) Mass media have become so integrated into our lives that media multitasking is common.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 4

6) A brochure on meningitis given to incoming college students is a form of mass media.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 5

7) People who use media, the industries who advertise in media and the companies built around media have a symbiotic relationship.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 6

8) The better your media literacy skills, the better equipped you are to deal with a deluge of media messages.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 6

10) Advertising is an important part of mass media's role as an entertainment source.

Answer: FALSE, Topic: Media Ubiquity

Page Ref: 6

11) The most visible mass-delivered information is news.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 6

12) Mass media are either strictly informational or strictly entertainment.

Answer: FALSE, Topic: Media Ubiquity

Page Ref: 6

13) Advertising is the only mass message that is persuasive.

Answer: FALSE, Topic: Media Ubiquity

Page Ref: 6

14) Before mass media, people created their own diversion, entertainment and amusement.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 6

15) The role of persuasion is especially important in a democratic society.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 6

16) People, in their contemporary lifestyles, need mass media, but industries do not.

Answer: FALSE, Topic: Media Ubiquity

Page Ref: 6

17) One measure of media literacy is awareness of the presence of media messages.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 7

18) Media literacy requires distinguishing between messages and the messenger.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 7

19) Intelligent use of the mass media requires assessing the motivation for a message.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 7

20) The different technologies on which media are shaped do NOT affect messages.

Answer: FALSE, Topic: Media Ubiquity

Page Ref: 7

21) In the U.S., mass media serve as a watchdog on behalf of the people against government misdeeds.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 8

22) Researchers have proven that video games cause violent crime.

Answer: FALSE, Topic: Media Ubiquity

Page Ref: 8

23) The role of the media in China is much different than it is in the United States.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 8

24) Feedback is defined as the response to a message.

Answer: TRUE, Topic: Human Communication

Page Ref: 9

25) Group communication involves an audience of more than one, all within earshot.

Answer: TRUE, Topic: Human Communication

Page Ref: 9

26) The most sweeping effect of mass media has been as a cultural unifier.

Answer: TRUE, Topic: Media and Society

Page Ref: 10

27) The mass media can help a society identify its values.

Answer: TRUE, Topic: Media and Society

Page Ref: 10

28) As on 9/11, the mass media can help connect people during times of crises.

Answer: TRUE, Topic: Media and Society

Page Ref: 11

29) The mass media trend today is to seek the largest possible mass audience.

Answer: FALSE, Topic: Media and Society

Page Ref: 11

30) Media coverage of Hurricane Katrina and even the Superbowl provide a shared cultural experience.

Answer: TRUE, Topic: Media and Society

Page Ref: 11

31) The media, in covering societal controversy, are divisive.

Answer: FALSE, Topic: Media and Society

Page Ref: 11

32) Demassification means that mass media are narrowing their audience focus.

Answer: TRUE, Topic: Media and Society

Page Ref: 11

33) Demassification has contributed to the growth of general-interest magazines.

Answer: FALSE, Topic: Media and Society

Page Ref: 12

34) The recent explosion in media sources has encouraged increased consensus-building.

Answer: FALSE, Topic: Media and Society

Page Ref: 12

35) Narrowcasting, as opposed to broadcasting, is the mass media seeking niche audiences.

Answer: TRUE, Topic: Media and Society

Page Ref: 12

36) Advertising generates most of the revenue for newspapers, magazines, radio and television.

Answer: TRUE, Topic: Media Finances

Page Ref: 13

37) Newspapers earn less from advertisers than readers.

Answer: FALSE, Topic: Media Finances

Page Ref: 13

38) Most U.S. mass media are profit-driven.

Answer: TRUE, Topic: Media Finances

Page Ref: 13

39) Advertisers have little impact on what messages are or are not spread by the media.

Answer: FALSE, Topic: Media Finances

Page Ref: 13

40) Advertisers buy access to the mass media's audiences.

Answer: TRUE, Topic: Media Finances

Page Ref: 13

41) The documentary *Fear and Favor* focused on the hands-off approach advertisers take to editorial content.

Answer: FALSE, Topic: Media People - Mass Media Fear and Favor

Page Ref: 14

42) A book succeeds or fails on direct sales.

Answer: TRUE, Topic: Media Finances

Page Ref.: 15

43) PBS and NPR derive most of their revenue from advertising.

Answer: FALSE, Topic: Media Finances

Page Ref: 15

44) Direct sales are the purest relationship between a media product and its audience.

Answer: TRUE, Topic: Media Finances

Page Ref: 15

45) Merchandise tie-ins are an insignificant revenue stream for Hollywood.

Answer: FALSE, Topic: Media Finances

Page Ref: 15

46) The reputation of the *Chicago Tribune* was sullied after being purchased by Sam Zell, who put politicians and advertising representatives on the board of editorial writers.

Answer: TRUE, Topic, Media Finances

Page Ref. 16

47) Robert Murdoch built one of the planet's largest media empires, which includes Fox television networks.

Answer: TRUE, Topic, Media Finances

Page Ref: 17

1.3 Completion Questions

1) The technology-assisted transmission of messages to mass audiences is known as _____.

Answer: mass communication, Topic: Media Ubiquity

Page Ref: 4

2) Simultaneous exposure to messages from different media is called _____.

Answer: media multitasking, Topic: Media Ubiquity

Page Ref: 4

3) The most visible information delivered by mass media is _____.

Answer: news, Topic: Media Ubiquity

Page Ref: 6

4) A form of message intended to persuade people to buy a product is called _____.

Answer: advertising, Topic: Media Ubiquity

Page Ref: 6

5) Before _____, people created their own diversion, entertainment and amusement.

Answer: mass media, Topic: Media Ubiquity

Page Ref: 6

6) The _____ is a concept that a robust exchange of ideas yields better consensus.

Answer: marketplace of ideas, Topic: Media Ubiquity

Page Ref: 6

7) In a (n) _____ society, the role of persuasion is especially important.

Answer: democratic, Topic: Media Ubiquity

Page Ref: 6

8) Industries have a symbiotic relationship with media because both need a(n) _____.

Answer: audience, Topic: Media Ubiquity

Page Ref: 6

9) When people are _____, they are aware of their media environment.

Answer: media literate, Topic: Media Ubiquity

Page Ref: 7

10) The U.S. Constitution implies that the news media should serve as a(n) _____ on behalf of the people against government misdeeds.

Answer: watchdog, Topic Media Ubiquity

Page Ref: 8

11) _____ requires an audience of more than one, all within earshot.

Answer: Group communication, Topic: Human Communication

Page Ref. 9

12) _____ is communication between two individuals.

Answer: Interpersonal communication, Topic: Human Communication

Page Ref: 9

13) The mass audience generally lacks the opportunity for immediate _____.

Answer: feedback, Topic: Human Communication

Page Ref: 9

14) Beginning with books, then newspapers and radio, the mass media helped the U.S. create a cultural_____.

Answer: identity, Topic: Media and Society

Page Ref: 10

15) The fragmentation of the mass audience into narrower segments is called _____.

Answer: demassification, Topic: Media and Society

Page Ref: 11

16) _____ is the term used by broadcast media to describe reaching for smaller, niche audiences.

Answer: Narrowcasting, Topic: Media and Society

Page Ref: 12

17) Mass media derive income either by selling their products directly to the audience or from_____.

Answer: advertising, Topic: Media Finances

Page Ref: 13

18) Advertisers buy time from the broadcast media and _____ from the print media.

Answer: space, Topic: Media Finances

Page Ref: 13

19) A(n) _____ is the term used to describe the various sources of income flowing into media.

Answer: revenue stream, Topic: Media Finances

Page Ref: 13

20) The non-advertising part of a media product's content is called _____.

Answer: editorial content, Topic: Media Finances

Page Ref: 14

1.4 Matching Questions

Please match the terms with their definitions.

1) Marketplace of Ideas

2) Media literacy

3) Cultural identity

4) Mass communication

5) Demassification

A) Seeking narrower audiences

B) Knowledge about mass media

C) Sending of messages to many people

D) Free expression of competing ideas

E) Shared experiences

Answers: 1) D 2) B 3) E 4) C 5) A

Page Ref: 6, 9-11

1.5 Essay Questions

1) The mass media are an information source, an entertainment source, a persuasion forum, and an influence in creating and unifying community. How would you rank these in importance? In your response, offer an example of each to support your ranking.

Page Ref: 5-6, Topic: Media Ubiquity

2) Please define media literacy and discuss three ways consumers could become more media literate.

Page Ref: 6-8, Topic: Media Ubiquity

3) Is the Internet a form of mass communication or interpersonal communication? Provide two detailed examples to support your position.

Page Ref: 9, Topic: Human Communication

4) Describe the role mass media play in a contentious, contemporary issue facing the United States and how they hinder or aid community consensus. Provide examples to support your position.

Page Ref: 11. Topic: Media and Society

5) Describe demassification and the reasons behind its development. Do you foresee further demassification as technology advances? Please provide examples.

Page Ref: 11-12, Topic: Media and Society

6) Name several mass media that don't rely solely on advertising revenue to stay in operation. What impact does this have on content? Provide examples to support your position.

Page Ref: 15-16, Topic: Media Finances

7) Discuss the benefits of three major revenue streams (sources of income) for media products. Provide detailed examples for each.

Page Ref: 13-16, Topic: Media Finances

Chapter 2 Media Technology

2.1 Multiple-Choice Questions

1) During the 1864 presidential election, Thomas Nast's political cartoon played an influential role and was significant in the history of mass communication because it

- A) demonstrated that color cartooning had immense impact.
- B) demonstrated that humor had a place in politics.
- C) was the child of new printing technology called lithography.
- D) was the first cartoon for Nast, who became the most powerful political cartoonist of his time.

Answer: C, Topic: Turning Voters

Page Ref: 23

2) One defining characteristic of mass communication is it

- A) can easily survive without technological assistance.
- B) relies on technology.
- C) preceded technology.
- D) exists despite technological advances.

Answer: B, Topic: Media Technology

Page Ref: 23

3) When people communicate face-to-face, we call it

- A) mass communication.
- B) media.
- C) interpersonal communication.
- D) pedagogy.

Answer: C, Topic: Media Technology

Page Ref: 23

4) Traditional media products and new products are emerging from

- A) analog technology.
- B) landlines.
- C) digital technology.
- D) none of these.

Answer: C, Topic: Media Technology

Page Ref: 24

5) Photography and movies have relied on this technology throughout most of their history.

- A) chemical technology
- B) print technology
- C) electronic technology
- D) digital technology

Answer: A, Topic: Media Technology

Page Ref: 24

6) The first of the electronic media was

- A) film.
- B) sound recording.
- C) television.
- D) video.

Answer: B, Topic: Media Technology

Page Ref: 24

7) This innovation made the printing press an agent for mass communication.

- A) the newspaper
- B) film
- C) printing ink
- D) movable metal type

Answer: D, Topic: Printing Technology

Page Ref: 24

8) The man who invented movable type and produced 200 Bibles with it was

- A) Richard Hoe.
- B) Frederick Ives.
- C) Johannes Gutenberg.
- D) Martin Luther.

Answer: C, Topic: Printing Technology

Page Ref: 24, 25

9) While the Chinese invented paper and created the first print culture, the movement toward mass production in China was stalled because

- A) of a lack of materials.
- B) the Chinese language has more than 5,000 basic characters.
- C) of an internal civil war.
- D) of political pressure

Answer: B, Topic: Printing Technology

Page Ref: 25

10) The advancement of the printed word was initially slowed because of

- A) shortages of paper and ink.
- B) an unwillingness of the public to accept mass-produced publications.
- C) a shortage of metal to make presses.
- D) the Dark Ages.

Answer: A, Topic: Printing Technology

Page Ref: 25

11) Thanks to this 1440s invention, scientists could print their theories and experiments for wide dissemination.

- A) photography
- B) paper
- C) papyrus
- D) movable metal type

Answer: D, Topic: Printing Technology

Page Ref: 25

12) Richard Hoe perfected the high-speed, rotary press during what revolution, during which period the technology to mass produce paper was created?

- A) American Revolution
- B) Industrial Revolution
- C) French Revolution
- D) Media Revolution

Answer: B, Topic: Printing Technology

Page Ref: 27

13) Frederick Ives invented this process in 1876 that allowed visuals to accompany the written word.

- A) photography
- B) halftone
- C) camera
- D) movable type

Answer: B, Topic: Printing Technology

Page Ref: 28

14) The reproduction of a black-and white image in which the various tones of gray are produced by variously sized dots of ink is called

- A) halftone.
- B) ink dot process.
- C) celluloid.
- D) photography.

Answer: A, Topic: Printing Technology

Page Ref: 28

15) In 1934, *Time* founder Henry Luce launched this visually-oriented magazine called

- A) *Harper's Bazaar*.
- B) *Life*.
- C) *Better Homes and Gardens*.
- D) *Time*.

Answer: B, Topic: Printing Technology

Page Ref: 29

16) This technology came of age by the U.S. Civil War and created a new kind of archival record.

- A) photography
- B) the printing press
- C) video
- D) radio

Answer: A, Topic: Chemistry Technology

Page Ref: 29

17) The delivery of mass messages fragmented into a growing number of digital mechanisms is called

- A) convergence.
- B) user generated.
- C) interpersonal communication.
- D) media.

Answer: A, Topic: Chemistry Technology – Media Timeline

Page Ref: 30

18) George Eastman is well-known for developing

- A) the movie camera.
- B) photography.
- C) celluloid film.
- D) the projector.

Answer: C, Topic: Chemistry Technology

Page Ref: 32

19) The first sound recording and playback machine was the

- A) telegraph.
- B) microphone.
- C) Morse code.
- D) phonograph.

Answer: D, Topic: Electrical Technology

Page Ref: 33

20) This inventor of the telegraph talked Congress into spending \$30,000 to string electricity-conducting wire 41 miles from Washington to Baltimore.

- A) Thomas Edison
- B) Samuel Morse
- C) Emile Berliner
- D) William Dickson

Answer: B, Topic: Electrical Technology

Page Ref: 33

21) The first recording machine, the phonograph, was invented by

- A) Thomas Edison.
- B) Emile Berliner.
- C) Samuel Morse.
- D) George Eastman.

Answer: A, Topic: Electrical Technology

Page Ref: 33

22) Guglielmo Marconi is well known for transmitting the first

- A) photograph.
- B) wireless message.
- C) halftone.
- D) text message.

Answer: B, Topic: Electrical Technology

Page Ref: 34

23) In 1887, Heinrich Hertz demonstrated the existence of

- A) electrical waves.
- B) television signals.
- C) satellite waves.
- D) electricity.

Answer: A, Topic: Electrical Technology

Page Ref: 34

24) Idaho farm boy Philo Farnsworth invented

- A) the radio.
- B) the television.
- C) light waves.
- D) the radio.

Answer: B, Topic: Electrical Technology

Page Ref: 35

25) The first communication satellite was launched in 1960 and called

- A) Westlink 1.
- B) Startel.
- C) CNN.
- D) Telstar.

Answer: D, Topic: New Technologies

Page Ref: 37

26) A ground station that beams a signal to an orbiting communication satellite is called

- A) an uplink.
- B) a downlink.
- C) a beam.
- D) geosynchronous.

Answer: A, Topic: New Technologies.

Page Ref: 37

27) A ground station that receives a signal relayed from a communication satellite is called

- A) an uplink.
- B) a downlink.
- C) a beam.
- D) geosynchronous.

Answer: B, Topic: New Technologies.

Page Ref: 37

28) This conventional telecommunication connection used cable laid across the land, typically buried or on poles.

- A) landline
- B) satellite
- C) downlink
- D) landlink

Answer: A, Topic: New Technologies

Page Ref: 38

29) This television transmission system uses cable rather than an over-air broadcast signal.

- A) dish
- B) satellite television
- C) HDTV
- D) cable television

Answer: D, Topic: New Technologies

Page Ref: 38

30) Thin, flexible fibers of glass that transmit light signals are called

- A) fiber-optic cables.
- B) coax cables.
- C) jumper cables.
- D) landlines.

Answer: A, Topic: New Technologies

Page Ref: 38

31) This silicon chip is used in digital technology.

- A) digital conductor
- B) Lays chip
- C) semiconductor
- D) Bell chips

Answer: C, Topic: Digital Integration

Page Ref: 38

32) The melding of print, electronic and photographic media into digitized form is called

- A) media convergence.
- B) a mash up.
- C) ARPAnet.
- D) semiconductivity.

Answer: A, Topic: Digital Integration

Page Ref: 40

33) The early Internet linked contractors and universities so that military researchers could exchange information. In 1969, this system was known as

- A) Darpa.
- B) digital.
- C) U.S. Net.
- D) ARPAnet.

Answer: D, Topic: Digital Integration

Page Ref: 40

34) The type of technology through which media messages are coded into 1s and 0s for delivery transmission and then decoded into their original appearance is

- A) digital
- B) analog
- C) mixed media
- D) convergent

Answer: A, Topic: Digital Integration

Page Ref: 40

35) This high-capacity global telephone network links computers.

- A) the Internet
- B) cellular communication
- C) satellite communication
- D) Google

Answer: A, Topic: Digital Integration

Page Ref: 40

36) We are now in the midst of a digital revolution, also called

- A) media clash.
- B) multitasking.
- C) democratization.
- D) media convergence.

Answer: D, Topic: Digital Integration

Page Ref: 40

37) Tim Berners-Lee invented the

- A) communication satellite.
- B) fiber-optic conductor
- C) Internet.
- D) World Wide Web.

Answer: D, Topic: Digital Integration

Page Ref: 41

38) When Reuters transmitted the incorrect photograph of songster Jimmy Buffett, it triggered discussion on the business practice of

- A) hiring high-school dropouts.
- B) outsourcing of U.S. jobs to foreign countries.
- C) using technology to deliver news.
- D) using celebrities to promote a product.

Answer: B, Topic: Digital Integration

Page Ref: 42

39) This Yale professor devised the narrative communication model.

- A) Guglielmo Marconi
- B) Harold Lasswell
- C) Samuel Morse
- D) Steve Jobs

Answer: B, Topic: Technology and Mass Communication

Page Ref: 43

40) The medium through which a message is sent to a mass audience is called a

- A) channel.
- B) system.
- C) network.
- D) product.

Answer: A, Topic: Technology and Mass Communication

Page Ref: 43

41) The narrative-communication model on how communication works includes four key elements. Which of these is NOT one of the elements?

- A) Who says what?
- B) In which channel?
- C) To whom?
- D) How clearly?

Answer: D, Topic: Technology and Mass Communication

Page Ref: 43

42) _____ are media people who make judgments on what to include in news broadcasts, newspapers, radio newscasts, websites and other media products.

- A) Regulators
- B) Gatekeepers
- C) Consumers
- D) Technologists

Answer: B, Topic: Technology and Mass Communication

Page Ref: 45

43) Amplification in relation to mass communication theory means

- A) giving a message a larger audience.
- B) increasing the size of the print in a book.
- C) increasing the number of people delivering the message.
- D) increasing the volume on a speaker's microphone.

Answer: A, Topic: Technology and Mass Communication

Page Ref: 45

44) If a military censor stops a combat story from being released, he is acting in the role of

- A) an amplifier.
- B) a gatekeeper.
- C) a regulator.
- D) a mediator.

Answer: C, Topic: Technology and Mass Communication

Page Ref: 45

45) Noise is the impediment to communication before a message reaches a receiver. Which of the following is NOT listed by the textbook as a form of noise?

- A) semantic noise
- B) digitized noise
- C) channel noise
- D) environment noise

Answer B, Topic: Technology and Mass Communication

Page Ref: 46

- 46) If a CEO slurs his speech when addressing company employees on a Webcast, this is called
- A) channel noise.
 - B) environmental noise.
 - C) semantic noise.
 - D) articulation noise.

Answer: C, Topic: Technology and Mass Communication

Page Ref: 46

- 47) If Bob is unable to understand the symbols a communicator uses and, therefore, cannot decipher the message, then Bob is impeded by

- A) an informational filter.
- B) a physical filter.
- C) a psychological filter.
- D) a literacy filter.

Answer: A, Topic: Technology and Mass Communication

Page Ref: 46

- 48) If Belinda is drunk when listening to a presidential speech on television, she is experiencing

- A) an informational filter.
- B) a physical filter.
- C) a psychological filter.
- D) an intelligence filter.

Answer: B, Topic: Technology and Mass Communication

Page Ref: 46

- 49) Web communication shifts much of the control of communication through the mass media to the

- A) Internet provider.
- B) sender of the message.
- C) recipient of the message.
- D) software technology.

Answer: C, Topic: Technology and Mass Communication

Page Ref: 47

- 50) Linear communication and mass communication are much different than

- A) landline communication.
- B) telegraph messages.
- C) broadcast news.
- D) web communication.

Answer: D, Topic: Technology and Mass Communication

Page Ref: 47

2.2 True/False Questions

- 1) Mass communication is a technology-enabled process.

Answer: TRUE, Topic: Media Technology

Page Ref: 23

2) Mass production of the written word became possible with movable metal type.

Answer: TRUE, Topic: Printing Technology

Page Ref: 24

3) The media landscape is evolving with the rise of new technology.

Answer: TRUE, Topic: Media Technology

Page Ref: 24

4) Johannes Gutenberg invented movable metal type in the mid-1440s.

Answer: TRUE, Topic: Printing Technology

Page Ref: 24

5) Movable metal type made the printing press an agent for mass communication.

Answer: TRUE, Topic: Printing Technology

Page Ref: 24

6) The growing quantity of printed materials fueled literacy and, slowly, a standardization in written languages.

Answer: TRUE, Topic: Printing Technology

Page Ref: 25

7) Books and other print publications immediately became plentiful after the printing press was created because of the plentiful supply of paper and ink.

Answer: FALSE, Topic: Printing Technology

Page Ref: 25

8) Only 2,000 Gutenberg Bibles were produced.

Answer: FALSE, Topic: Printing Technology

Page Ref: 26

9) Movable metal type allowed exchanges among scientists and other scholars.

Answer: TRUE, Media People: Gutenberg Legacy

Page Ref: 27

10) Pulp fiction is a derisive term for cheap novels.

Answer: TRUE, Topic: Printing Technology

Page Ref: 27

11) Photography did not increase the communicative power of the written word in the 1800s.

Answer: FALSE, Topic: Printing Technology

Page Ref: 28

12) Halftones allow us to see shapes and images produced by variously sized dots of ink.

Answer: TRUE, Topic: Printing Technology

Page Ref: 28

13) With the launching of *Sports Illustrated* in 1934, photography moved the magazine industry into new visual ground.

Answer: FALSE, Topic: Printing Technology

Page Ref: 29

14) Henry Luce launched *Life* magazine in 1964.

Answer: FALSE, Topic: Printing Technology

Page Ref: 29

15) Photography and movies relied on chemical technology throughout most of its history.

Answer: TRUE, Topic: Chemistry Technology

Page Ref: 29

16) The technology involved in early film and movies was electrical chemistry.

Answer: FALSE. Topic: Chemistry Technology

Page Ref: 29

17) Mathew Brady is known for his photographic coverage of the U.S. Civil War.

Answer: TRUE, Topic: Chemistry Technology

Page Ref: 31

18) The Kodak brothers opened the first motion picture exhibition hall.

Answer: FALSE, Topic: Chemistry Technology

Page Ref: 32

19) The first sound recording and playback machine was called the phonograph.

Answer: TRUE, Topic: Electrical Technology

Page Ref: 33

20) The telegraph allowed for long-distance communication between point A and point B.

Answer: TRUE, Topic: Electrical Technology

Page Ref: 33

21) Samuel Morse invented the telephone in 1844.

Answer: FALSE, Topic: Electrical Technology

Page Ref: 33

22) Granville Woods pioneered a wireless way to send messages to and from moving trains.

Answer: TRUE, Topic: Electrical Technology

Page Ref: 33

23) In 1895, Guglielmo Marconi discovered how to use radio waves to send messages.

Answer: TRUE, Topic: Electrical Technology

Page Ref: 34

24) Philo Farnsworth invented the concept of live transmission of moving images when he was just 13 years old.

Answer: TRUE, Topic: Electrical Technology

Page Ref: 35

25) By the 1930s, a radio-like delivery infrastructure for television was in place.

Answer: FALSE, Topic: Electrical Technology

Page Ref: 35

26) The key to utilizing satellites actually was the concept of sci-fi author Arthur C. Clarke.

Answer: TRUE, Topic: New Technologies

Page Ref: 36

27) Telstar was the first communication satellite to transmit telephone signals.

Answer: TRUE, Topic: New Technologies

Page Ref: 37

28) An uplink is a ground station that beams a signal to an orbiting communication satellite.

Answer: TRUE, Topic: New Technologies

Page Ref: 37

29) A downlink is a ground station that receives a signal relayed from a communication satellite.

Answer: TRUE, Topic: New Technologies

Page Ref: 37

30) Copper wires have replaced fiber-optic cables in carrying telephone messages.

Answer: FALSE, Topic: New Technologies

Page Ref: 38

31) The first cable television systems were created to provide television to apartment complexes in metropolitan areas.

Answer: FALSE, Topic: New Technologies

Page Ref: 38

32) The semiconductor has had little influence in the development of digital technology.

Answer: FALSE, Topic: Digital Integration

Page Ref: 39

33) The high cost of Internet production and delivery will hinder the expansion of media content.

Answer: FALSE, Topic: Digital Integration

Page Ref: 40

34) The Internet is a high-capacity global telephone network that links computers.

Answer: TRUE, Topic: Digital Integration

Page Ref: 40

35) University and military researchers were the driving forces behind the early rendition of the Internet.

Answer: TRUE, Topic: Digital Integration

Page Ref: 40

36) The melding of print, electronic and photographic media is called the melting pot.

Answer: FALSE, Topic: Digital Integration

Page Ref: 40

37) Steve Jobs invented the World Wide Web

Answer: FALSE, Topic: Digital Integration – Media People

Page Ref: 41

38) Harold Lasswell devised the narrative communication model.

Answer: TRUE, Topic: Technology and Mass Communication

Page Ref: 43

39) One aspect of the narrative communication model is that it explores which channel is being used to communicate.

Answer: TRUE, Topic: Technology and Mass Communication

Page Ref: 43

40) Gatekeepers are media people who make judgments about messages.

Answer: TRUE, Topic: Technology and Mass Communication

Page Ref: 45

41) The Federal Communication Commission is an example of a regulator.

Answer: TRUE, Topic: Technology and Mass Communication

Page Ref: 45

42) A military censor who stops a combat story from being released is called a gatekeeper.

Answer: FALSE, Topic: Technology and Mass Communication

Page Ref: 45

43) Slurring and other impediments to the communication process before a message reaches the audience are called noise.

Answer: TRUE, Topic: Technology and Mass Communication

Page Ref: 4

44) Regulators balance the books for media organizations.

Answer: FALSE, Topic: Technology and Mass Communication

Page Ref: 45

45) A filter does not impede communication.

Answer: FALSE, Topic: Technology and Mass Communication

Page Ref: 46

46) Environmental noise is interference during transmission.
Answer: FALSE, Topic: Technology and Mass Communication
Page Ref: 46

47) Someone who does not understand the language of the communicator is hindered by an informational filter.
Answer: TRUE, Topic: Technology and Mass Communication
Page Ref: 46

48) Someone who is tired and his or her mind is dimmed with fatigue is hindered by a psychological filter.
Answer: FALSE, Topic: Technology and Mass Communication
Page Ref: 46

49) One obstacle in regulating the Internet is that it is decentralized.
Answer: TRUE, Topic: Technology and Mass Communication
Page Ref: 46

50) Television communication shifts much of the control of the communication to the recipient.
Answer: FALSE, Topic: Technology and Mass Communication
Page Ref: 47

2.3 Short Answer Questions

1) _____ is usually when two people communicate face-to-face.
Answer: Interpersonal communication
Page Ref: 23, Topic: Media Technology

2) _____ spawned or started the book, newspaper and magazine industries.
Answer: Movable metal type
Page Ref: 24, Topic: Media Technology

3) Photography and movies have relied on _____ technology through most of their history.
Answer: chemical
Page Ref: 24, Topic: Media Technology

4) _____ invented movable metal type in the mid-1440s.
Answer: Johannes Gutenberg
Page Ref: 24, Topic: Printing Technology

5) Gutenberg printed _____ Bibles with movable type.
Answer: 200
Page Ref: 26, Topic: Printing Technology

6) Reproduction of an image in which the various tones of gray or color are produced by variously sized dots of ink is called _____.
Answer: halftone
Page Ref: 28, Topic: Printing Technology

7) *Time* founder Henry Luce launched _____ magazine in 1934.

Answer: *Life*

Page Ref: 29, Topic: Printing Technology

8) Mathew Brady is known for creating a photographic record of the _____.

Answer: U.S. Civil War.

Page Ref: 31, Topic: Chemistry Technology

9) William Dickson developed the first _____.

Answer: movie camera

Page Ref: 32, Topic: Chemistry Technology

10) The first sound recording and playback machine was the _____.

Answer: phonograph

Page Ref: 33, Topic: Electrical Technology

11) The inventor of the telegraph was _____.

Answer: Samuel Morse

Page Ref: 33, Topic: Electrical Technology

12) In 1887, Granville Woods discovered a way to send messages to and from _____.

Answer: moving trains

Page Ref: 34, Topic: Electrical Technology

13) Guglielmo Marconi transmitted the first _____ in 1895.

Answer: wireless message

Page Ref: 34, Topic: Electrical Technology

14) Philo Farnsworth was the inventor of _____.

Answer: television

Page Ref: 35, Topic: Electrical Technology

15) The Russians launched the first human-made satellite named _____.

Answer: Sputnik

Page Ref: 35, Topic: New Technologies

16) A ground station that receives a relayed signal from a communication satellite is called a(n) _____.

Answer: downlink

Page Ref: 37, Topic: New Technologies

17) Fiber-optic cable consists of thin flexible fibers of _____.

Answer: glass

Page Ref: 38, Topic: New Technologies

18) A high-capacity, global-telephone network that links computer is also known as the _____.

Answer: Internet

Page Ref: 40, Topic: Digital Integration

19) Harold Lasswell developed the _____ model to try to understand how mass communication works.

Answer: narrative

Page Ref: 43, Topic: Technology and Mass Communication

20) The impediment to communication before a message reaches a receiver is called _____.

Answer: noise

Page Ref: 45, Topic: Technology and Mass Communication

2.4 Matching Questions

Please match the invention/innovation with the inventor/innovator.

| | |
|-----------------------|--|
| 1) Johannes Gutenberg | A) Telegraph |
| 2) Frederick Ives | B) Adapted halftone technology for high-speed newspaper presses. |
| 3) Philo Farnsworth | C) Transmitted first wireless message |
| 4) Samuel Morse | D) First movie theater |
| 5) Guglielmo Marconi | E) Television |
| 6) Richard Hoe | F) Perfected rotary press |
| 7) Lumiere Brothers | G) Movable type |
| 8) Steve Horgan | H) Invented the World Wide Web |
| 9) William Dickson | I) Halftone |
| 10) Tim Berners-Lee | J) Developed the first movie camera |

Answers: 1) G 2) I 3) E 4) A 5) C 6) F 7) D 8) B 9) J 10) H

Page Ref: 24 - 41

2.5 Essay Questions

1) Discuss the four primary technologies in which mass media are built, providing one example for each.

Page Ref: 24, Topic: Media Technology

2) How did Gutenberg's movable type impact civilization? Please discuss at least three implications of his invention.

Page Ref: 27, Topic: Printing Technology

3) Discuss how photography and movies relied on chemical technology through much of its history, providing examples of some of the key elements in its evolution.

Page Ref: 29-32, Topic: Chemistry Technology

4) Discuss the significant developments and timeline in the evolution of the Internet into what we have today.

Page Ref: 38-41, Topic: Digital Integration

5) Harold Lasswell devised the narrative communication model. Please describe its basic elements and how the model works.

Page Ref: 43, Topic: Technology and Mass Communication

6) Discuss the role of gatekeepers and regulators and the impact they have on mass communication, providing an example for each.

Page Ref: 45, Topic: Technology and Mass Communication

7) Describe the differences between linear communication, mass communication and Web communication, providing examples for each.

Page Ref: 46, 47, Topic: Technology and Mass Communication